

# LATINO CULTURAL CENTER

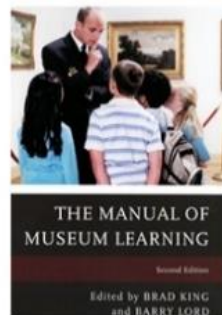
## Scope



# LORD CULTURAL RESOURCES



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# YOUR TEAM



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Advisor



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Business Planning



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GONZALES**  
Project Lead



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Project Manager



# A 6 to 9 Month Process



# A Three Phase Process



# Phase 1: The Concept and Needs Assessment

- **Purpose of this phase:** Define the Vision for the Latino Cultural Center in Long Beach and what it would include.
- **Vision workshop:** A 2-3 hour workshop with City staff and members of the Committee, the objectives to explore the anticipated programs, activities and services of the Cultural Center.
- **Deliverable:** Phase 1 Vision Report
  - Share outcomes for review and discussion with City staff and the Committee
  - Define the preliminary vision for the Latino Cultural Center.

# Phase 2: Development Plan

- **Purpose of this phase:** Use the feedback to the Phase 1 report to
  - Support review of potential sites to be identified by the City
  - Conduct interviews that would explore opportunities and constraints, and
  - Formulate recommendations associated with the site, facilities and operations.
- Best practice/comparables and market analyses
- Deliverable: Phase 2 report
  - Modifications to Phase 1
  - Recommendations and assumptions for program, direction, and operation of the Latino Cultural Center

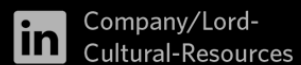
# Phase 3: Capital Cost and Projections

- Purpose of this phase:
  - Confirm assumptions for order-of-magnitude capital cost estimate
  - Operating revenue and expense projections for the Latino Cultural Center
- Deliverable: Phase 3 Draft and Final Report
  - Executive summary
  - Vision and Concept, Order of magnitude projections



# THANK YOU

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